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## printing with color - why hp color?



- superior reliability
- lower operating costs
- optimal balance of performance and print quality

### HP's proven reliability ensures greater uptime and availability.

HP is the only printer vendor to receive and "A" rating in PC Magazine's Service and Reliability Survey\* for 10 consecutive years. Results from the 2001 survey confirm that HP printers continue to provide a superior product experience.

### 7-year overview of PC Magazine's service and reliability survey

	2001	2000	1999	1998	1997	1996	1995
hp	A	A	A	A	A	A	A
Tektronix	D	D	D	D	C	D	D
Xerox	C	C	B	D	C	C	-

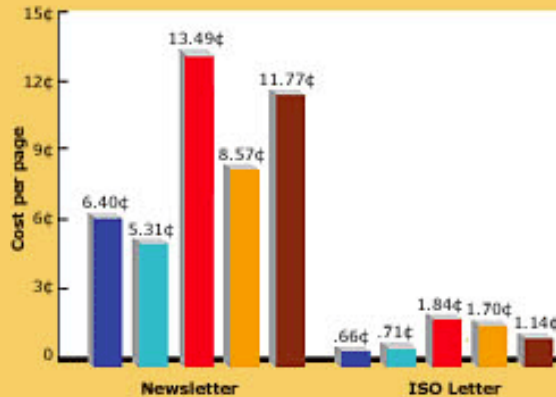
### 2001 service and reliability survey

	Reader's Report Card grade	units needing repair in past year	satisfaction with reliability	satisfaction with repair experience	buy again from this maker?	average number of repairs per unit
hp	A	▲	▲	▲	▲	1.9
Tektronix	D	▼	—	—	—	—
Xerox	C	—	—	—	—	—

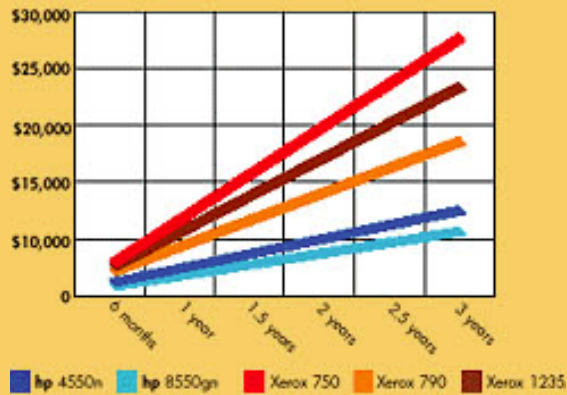
▲ significantly better than average  
 ▼ significantly worse than average  
 — average  
 — insufficient data provided

Introduced by PC Magazine in 1991, this annual survey asks subscribers to rate the printers they have used during the past 2 years. Each unit is judged on how many times in the past 12 months it has needed repair, as well as overall satisfaction with reliability, repair experience and technical support. For complete survey results visit: [www.pcmag.com](http://www.pcmag.com).

### HP color printers offer a lower cost per page.



Lower cost per page contributes to lower overall TCO.



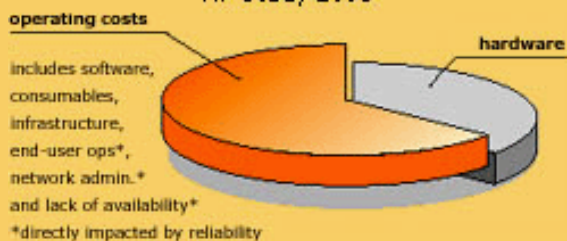
+ All cost comparisons are based on the test and analysis of two office documents: Letter is ISO/IEC pre-release, Rev.1.2; Newsletter is from the SpencerLab Printer Test Suite. #Toner cost projections based on 5,000 newsletters and 5,000 ISO letters per month. All toner yield data provided by SpencerLab Digital Color Laboratory, a division of Spencer & Associates Publishing, Ltd. For complete test results, contact your HP sales representative.

**Evaluating the cost and long-term value of your technology investment.**

Two factors should be considered when evaluating color printer technology: total cost of ownership (TCO) and return on investment (ROI). TCO is divided between acquisition and operating costs. Operating costs accrue over the life of the hardcopy device and generally far exceed the initial acquisition cost. ROI takes into consideration capabilities that, over the life of the product, enhance the value of the initial technology investment. The best color solutions minimize operation costs and maximize return on investment.

**Operating costs account for nearly two-thirds of the TCO for hardcopy devices.**

HP Study 1998



**HP inventiveness reduces operating cost. availability:**

- HP's toner cartridges print more pages than Xerox's standard toner cartridges.
- HP reliability makes unattended printing of large color print jobs easy.

**network administration:**

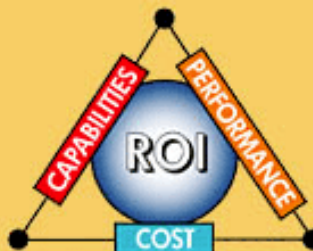
- HP offers a single network-management utility, Web Jetadmin, for managing all HP networked printers.
- Xerox and Tektronix printers require separate network-management utilities, potentially adding complexity and cost.

**end-user operations:**

HP's emphasis on ease of use makes effective use of color a snap for practically everyone in the organization.

**HP maximizes your ROI through balance, not compromise.**

HP color printers are designed to provide the right balance of performance, capabilities, and cost - without compromise. While some Xerox color printers optimize speed, they could sacrifice reliability and might lack the necessary capabilities (such as higher printer quality) to support a diverse user base over time.



**HP's integrated solutions increase the value of your initial technology investment.**

HP LaserJet printers support a wide variety of business applications with solutions developed to meet the evolving needs of today's more complex and demanding distributed-print environments.

**print management**

- job accounting
- device management
- print-queue management
- consumables management

**distributed print**

- host connectivity
- cluster printing
- intelligent document formatting

**HP offers the solutions, service, support and supplies you need.**

HP's scalable portfolio of acquisition services makes it easy for businesses to obtain the technology they need to achieve success in an increasingly competitive world.

- outright purchase
- conventional product lease
- hp print advantage - a leasing option that includes supplies, services and support for one monthly fee
- hp managed print services - optimizes the office printing environment by transferring day-to-day management of all hardcopy assets to hp.

from personal to shared to light production, no one meets your printing needs like HP

for more information on why hp is always your best buy, visit: [www.hp.com/go/color](http://www.hp.com/go/color)

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